



DEVAL L. PATRICK
GOVERNOR

TIMOTHY P. MURRAY
LT. GOVERNOR

KEVIN M. BURKE
SECRETARY

The Commonwealth of Massachusetts
Executive Office of Public Safety and Security
Department of Fire Services

P.O. Box 1025 ~ State Road

Stow, Massachusetts 01775

(978) 567~3100 Fax: (978) 567~3121



STEPHEN D. COAN
STATE FIRE MARSHAL

THOMAS P. LEONARD
DEPUTY STATE FIRE MARSHAL

MEMORANDUM

TO: Heads of Fire Departments

FROM: Stephen D. Coan
State Fire Marshal

DATE: November 1, 2009

SUBJECT: *Keep Warm, Keep Safe*

As we approach the winter season, I wanted to remind you of the very successful ***Keep Warm, Keep Safe*** winter fire safety awareness campaign that was initiated last year to assist fire departments with information and materials for use within your communities. We made a positive difference, and I hope we can do the same this year. Because of your efforts in ensuring the fire service “spoke with one voice” concerning the dangers of heating equipment fires last winter, MA saw a statewide drop of about 9% in the number of heating equipment fires last year compared to 2007. All the materials contained in the ***Keep Warm, Keep Safe Tool Kit to Winter Fire Safety*** are still on our website and are available for you to download and use during this year’s winter heating season. See www.mass.gov/keepwarmkeepsafe

The ***Keep Warm, Keep Safe Tool Kit*** includes the following items:

- Educational Powerpoint on Winter Fire Safety
- Template Press Release and Talking Points
- Several Educational Flyers
- KWKS flyer in 6 languages

I hope that this information will be useful to you again this year for your community outreach. The Powerpoint presentation is appropriate for community groups, schools, and local government officials.

In addition we are working with some of the media to run PSAs and ad campaigns to highlight the importance of fire safety during the winter heating season and supplement our ***Keep Warm, Keep Safe*** campaign.

Thank you for your continued participation in this important fire safety initiative. If you need further information, please feel free to contact my office.

SDC/bhs

Administrative Services • Hazardous Materials Response
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